

Subject: AmeriNews Newsletter May 2013
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AmeriNews Newsletter May, 2013

WEB NEWS

It Had To Happen Sooner or Later

As I write this month's e-newsletter, I am also scheduling a fishing trip with a friend. He will bring his grandson, I will bring my son and grandson. There is a boat involved, so I imagine someone is going to get wet. I hope it isn't me.

Small business owners tend to put in long hours. Often solitary hours. It is easy to become isolated, both professionally and socially. Don't let this happen. Simple things like belonging to your Chamber of Commerce, or volunteering at the local historical society, or just inviting some friends out to see a band or shoot some pool will reconnect you with what is important.

You get so much out of interaction with both your peers (other business owners) and good friends and family. A good teacher I once had remarked " Good friends keep the mental healthy". It was a play on words (mentally healthy), in case you haven't had your first coffee yet.

I will post some pictures on my facebook page (you DID friend my facebook page, right? [AMERIWEB HOSTING](#) or me [Robert Kalnes](#)) and will tell you all about the big one that got away. I can already describe it to you, "...it was so big we had to let it go or it would have sunk our boat." LOL

Oh, the reason for all this rambling on? Well, I will be out of the office on Friday, Saturday and Sunday the 10th, 11th and 12th of May.

HOW TO

Efficient Web Sites have Small Response Times

Web Site end-user response time is defined as the time between when you hit enter and the web site is actually displayed. Search engines are beginning to place higher ranking on web sites that load quickly, especially mobile sites.

Writing efficient code, fully optimizing images, deleting hidden notes and enabling your web site cache for repeat visitors are all other ways to increase web site display speed. These are old school techniques that all webmasters should already be following.

Interestingly, most of the end-user response time is tied up in downloading all the components in the page: multiple images, multiple css stylesheets, various scripts, Flash graphics, etc. Reducing the number of components comprising your web site will reduce the number of HTTP requests to display the page. This is something you can easily work with.

The number one way to reduce the number of components in the page is to simplify the page's design. Here are several techniques for reducing the number of HTTP requests, while still supporting rich page designs. Combined files are a way to reduce the number of HTTP requests

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- Combine all scripts into a single script
- Combine all CSS files into a single stylesheet
- Combining files is more challenging when the scripts and stylesheets vary from page to page, but making this part of your site improves your response time
- CSS Sprites are the preferred method for reducing the number of image requests. Combine your background images into a single image and use the CSS background-image and background-position properties to display the desired image segment
- Image maps combine multiple images into a single image. The overall size is about the same, but reducing the number of HTTP requests speeds up the page. Image maps only work if the images are contiguous in the page, such as a navigation bar. Defining the coordinates of image maps can be tedious and error-prone. Using image maps for navigation is not recommended

Reducing the number of HTTP requests in your page is one new technique that is being noticed by the major search engines. This is the most important guideline for improving performance for first time visitors. Making your page fast for these first time visitors is key to a better user experience.

WEB SITE MARKETING

Cell Phones and Your Business

Forty years ago on 3 April 1973, Martin Cooper, a VP at Motorola, made history by placing the very first cellphone call. Appropriately enough, he called his rival at AT&T's Bell Labs, which is globally regarded as the first public mobile phone call.

And then in 2007, the iPhone took everyone by surprise. "...an iPod, a phone, and an internet communicator. Are you getting it?" a smug Steve Jobs asked a crowd in San Francisco. "These are not three separate devices. This is one device. And we are calling it, iPhone. Today, Apple is going to reinvent the phone... and here it is."

This occurred thirty-three years after the world's first cell phone call was made. Slightly more theatrical, Steve Jobs demonstrated his new invention by dialing a Starbucks cafe in San Francisco to order 4,000 lattes, making the first public phone call from the very first iPhone while a hushed auditorium filled with journalists watched.

In between those calls, the cellphone morphed from a chunky plastic giant to a slender glass slab that doubles up as a computer and camera.

The world's first cell phone device was 9 inches tall, comprised 30 circuit boards, had a talk-time of 35 minutes, and took 10 hours to recharge. It was called "the brick" and weighed about as much.

Today's iPhone 5 weighs just under 4 ounces and is not quite 5 inches tall and is under 1/3 inch thick. It is more powerful than computers used 20 years ago to run entire countries.

Today's smartphones can plan your entire schedule, record it in video or still pictures, and communicate around the world in many different ways. But even more exciting innovations, like phones that maybe wrap around our wrist and read our feelings from our voice are right around the corner.

How does this relate to a web site? Check this out:

- 87% of American adults own a cell phone, and 45% of those are smart phones.
- 95% of mobile searchers are looking for something local
- 45% of businesses state wireless is essential to operations
- 25% of internet users are mobile only - meaning, they do not access the internet for browsing from any other device
- 71% of smartphone users that see TV, press, or advertising that interests them will immediately do a mobile search
- The average American smartphone user spent nearly 30 minutes a day checking or updating social networks

Making a web site that loads quickly and ranks well on the major search engines has become a necessity. If you aren't in the game, then you are losing out on a sizeable chunk of business.

We provide mobile web sites as well as marketing strategies for small businesses. Our fee is much less than you'd expect for what we offer. Contact us for a free web site analysis.

ASK A TECH

Q: My web site was designed several years ago by AmeriWeb. You offer a Lifetime Design Warranty. What is this?

A: All of our designs are warranted to be accurate and functional for as long as you use them. This

Site Management
Web Hosting
Managed Hosting
Bulk Space
Web SiteBuilders
\$99 SiteBuilder
\$299 CMS WebSites
Site Tools
Website Marketing
Website Redesign Services
Website Management
Accept Credit Cards
Enhanced Spam Filtering

includes minor changes to your address, phone number and such. It doesn't include substantial changes to your message, keywords or graphics. If you have any questions about what is covered or to get service under our Lifetime Design Warranty, please contact us at your convenience.

Q: I can Receive Email but cannot send. How do I fix this?

A: If you have set up your email properly and can receive email but cannot send anything, there is a good chance your ISP has PORT 25 blocked. This is an issue not with our servers, but with your internet service provider. We do have an easy solution, however.

We have enabled port 26 as an alternate to port 25. Both work equally as well. If you can receive email but not send, try setting your SMTP port to 26.

If this doesn't help, contact us for support.

AmeriNews is published approximately 10 times a year
by AmeriWeb Hosting for our customers, friends and those curious about our business.

If you have a question for our ASK A TECH section, email it to
support@ameriwebhosting.com

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